HOW TRIED B&H DELUXE LIGHTS

	Triers			Purchasers		
Weeks After Ad Start	4	9	14	4	9	14
N = B&H DeLuxe Lights Triers	79	91	56	47	57	46
	%	%	%	%	%	%
Friend gave me one or more	33	40	25	30	30	20
Received free sample pack	43	37	27	34	33	22
Bought pack or carton on own	47	44	54	79	70	65
Got it some other way	15	13	14	13	14	17

TABLE 7P

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Source: https://www.industrydocuments.ucsf.edu/docs/tqyj0004